

REMEMBER?

COMPUTERS (THE PERSONAL KIND) WERE GOING TO SET THE WORLD ON FIRE. YOU WERE GOING TO BE ABLE TO ATTACH THEM DIRECTLY TO YOUR BRAIN, TO YOUR EMOTIONS, AND FLX.

WELL, IT'S HAPPENING. FINALLY. AND THE ONE THAT'S DOING IT, THE AMIGA, HAS A PASSIONATE FOLLOWING, NOT SURPRISINGLY.

BRAIN SURGEONS, MUSICIANS, WRITERS, ARTISTS, VIDEO/GRAPHIC DESIGNERS, ASTRONOMERS – IN OTHER WORDS, PEOPLE WHO NEED COMPUTERS TO EXPRESS, SEARCH, CAPTURE, EMBODY, TO EXPLORE CONCEPTS, AND WHO DON'T WANT TO WAIT ANOTHER 50 YEARS TO DO SO – HAVE FOUND THE AMIGA. AND THE AMIGA HAS FOUND THEM.

YOU ARE NEXT.

HE'S USING IT TO CREATE THE NEXT GREAT ARTIST.

KEVIN REAGH, ANNO-CIBI-ADVANCED LEARNING CENTER, ARTS AND DESIGN, OHIO STATE UNIVERSITY



At Ohio State they're doing research in computer applications, developing software, developing curricula.

But something else is going on at the same time. Kevin Reagh is "de-intimidating" students.

They, perhaps like you, have somewhat involuntarily segregated the technical from the aesthetic. Kevin is out to reverse the process. He runs a big Amiga laboratory, undergraduate courses, also courses

for regional high school teachers. The Amigas help undo the damage other computers and their computerlike reputations have done. The Amigas inject a necessary note of playfulness and experimentation and before they know it, students are creating sculpture in "synthetic space" but not getting crazed over the jargon of it all.

Kevin believes that a computer art is emerging; but slowly. In France, right now, it looks different from how it looks in Japan, or Ohio. Computer art is developing its own nature at the exact speed that it alters certain aspects of what came before,

as did photography; as did the printing press.

Computers, but Amigas in particular, make it joyously unavoidable that our vision is being slightly altered already, and therefore a slightly new way of seeing is on its way.

Where exactly is all this heading? Well, to the next visual culture. Who will be the first to recognize it is here? Who will be the last?

SHE'S USING IT TO EXPRESS FEELINGS.

JANA & MILLER, KANSAS; JANA MILLER, OCEAN-SIDE, NEW YORK



Mrs. Miller and her daughter don't expect to put Hallmark out of business, but the cards they create on their Amiga computer are not less professional in quality and appearance, and considerably more personal. You'd have to be there in person yourself to feel the impact of a card not only from your granddaughter but entirely created by her as well.

Although the Amiga is a home computer, it's too good to use only at home for a lot of people — people who use it to

run businesses making posters and signs and movie titles ("real" movie titles, not just "real" home movie titles; and quite a few other things you may have been noticing that the Amiga is awfully good at doing).

Even small children can use the Amiga to paint, and although that can make a wonderful card, say, to send to a relative, the ability to paint, started young enough, can also make a wonderful life for someone; it's been known to happen.

The Amiga may very well be the greatest paint brush ever invented; thousands of colors

that do what you want them to do as soon as you think the thought. And none of those colors ever spill on the floor, never need cleaning up. Bet you hadn't thought of that.

AMIGA. THE COMPUTER FOR THE CREATIVE MIND.*

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HE USED IT TO BECOME AN OVERNIGHT SUCCESS.

BY KENNETH RICHARDS FOR ROLLING STONE MAGAZINE



Three years ago Rock Probst was a slave.

He was producing graphics for movies the old-fashioned way: with pencils, markers and airbrush.

The trouble wasn't just that it was tedious; it was too slow for the way Rock Probst thinks. Ideas were coming too rapidly to be captured and developed. So he quit.

Today he has a small army of Amiga computers and he

really is an overnight success. He and partners Barbara Eddy and Robert Visty own Pacific Motion and Pacific Motion is hot and getting hotter.

These days Probst has no trouble capturing ideas no matter how fast they come or how many changes he wants to make. He has Amigas at home now as well as at work. (Amigas, besides being incredibly responsive to the flow of creativity, are also, oddly enough, inexpensive.)

Probst says: "If you end up buying an exorbitant piece of hardware, that's what you end up pushing... in which case I wouldn't be a designer anymore. The advantage of the Amiga

is that you get the idea out of your head and onto the screen quickly before the next idea comes... you're not losing ideas to felt tipped markers... or to elaborate technology."

Probst calls the Amiga the ultimate design tool. "It does everything. I can do things I couldn't do before."

Is he exaggerating? Judge for yourself. He's done titles for "Good Morning Vietnam," "3 Men and a Baby," "Chap & Dale Rescue Rangers," and "Rollergames," which is premiering this fall. There is

HE'S USING IT TO MAKE PEOPLE JEALOUS.

JEFF ZAKENBA, COMPUTER SYSTEMS ANALYST, NEW YORK CITY



You know the routine: You get invited over to see the movies about their vacation.

While you were living through winter and salt stains on your shoes, these suntanned, laughing people were off some where being silly and foolish and you wish you could have done the same.

To add insult to injury, their movie about their trip to the Caribbean looks better than your movie about your trip to the lake. The movie *abey* looks better. How come?

No explanation forthcoming. But obviously he's managed to

add titles that don't look at all like the usual home-movie titles. They materialize from somewhere way off in the distance like you see on TV and then they turn and at the same time they change color.

Later on in the movie this so-called friend of yours has more titles, indicating locations, like some kind of high-class documentary.

You're not going to give him the satisfaction of asking how he accomplished all this. But he tells you anyway. He used an

Amiga computer which is "what they use in Hollywood and at TV stations to do graphics and videos and animation and stuff like that" and now he expects you to believe that an Amiga doesn't cost all that much.

Well, he's right. Don't get mad. Get even. Get an Amiga of your own: professional graphics and animation in one affordable home computer.

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SHE USED IT TO MAKE A COMPANY FLY.

VEL EVANS, VELLUM PRINT & GRAPHICS SERVICES, INC., TUCUMC



Vel Evans likes to say that she "started with nothing but caffeine," but the fact is she started with a lot more: she wasn't afraid of computers. And she wasn't afraid of work.

Vellum Graphics is her baby, and today, in Tucumc, Vellum Graphics is doing a lot, really a lot, of everything.

Vel's theory is that a com-

puter "should create the usage *over* and then spit it out in several directions."

A sample:

- 35 mm slides
- Overheads
- Videotape
- Silk-screening
- Photo Lithography
- AV Slide
- Presentations
- Video Tiling
- Silk-screening
- B&W Camera-Ready
- Art
- Color-separated film
- Conference
- Management

(Yes, conference management. Maybe *half* of Vel's clients are very large corporations. Vel handles overflow. Large

overflow: logo designs, silk-screened sweatshirts, luggage tags, name badges, pens, pencils, broders, posters, invitations, brochures, circulars, flyers, advertisements . . .)

Vel says, "We can do everything but put it on radio."

How does she do it? By using Amigas. If she *didn't*, she *couldn't*.

With Amigas, she even *could* put it on radio.

She knows it.

SHE'S USING IT TO WRITE NOVELS.

PAM ROTHMAN: NEA FELLOW, CENTRAL PARK, NEW YORK



Pam tried IBMs. "Too slow," she said. "I'm a novelist." Then she tried an Amiga. "Loved it instantly....it's so fast."

Pam also likes the Amiga's ability to multi-task, which sounds, at first, like something you could do without, until you do it. In English, multi-tasking means not waiting around for one thing to finish up before you start something else. No waiting around on the Amiga Period.

Says Pam "...while I've got ideas cooking, I can go back whole chapters in my book, I

can open up chapter 9, say, where I've got 'Cassie felt the whole world was ending'...and anything I want to put in that chapter I can put in it; I don't have to close down anything else."

Pam says the Amiga "opened up a whole new world." A trick she likes with the Amiga, based on its arsenal of color, is being able to change the color of a whole paragraph to, say blue, a nice light blue; that signifies to Pam that she should come back later for another look, something may not be quite right. Or a different font, if she likes. A different type style can force you to take a whole new look at

what you thought you felt. But do you still?

The Amiga is there to give you plenty of friendly editorial nudges; but it'll never betray a word to anyone about those thoughts you decided to delete.

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HE USES IT TO CREATE A LEGEND.

B.B. KING, GUITARIST



B.B. King didn't finish high school. But he is one of the great ones. He plays a guitar he calls "Lucille" and he plays it like nobody else.

"I don't know computer talk like a lot of people." But he knows computers. B.B. King has an Amiga "I heard the Amiga was going to be the com-

puter of tomorrow. I tried it. It's so much easier than other computers. I took it home.

"I learned I could sit in my room. Didn't have to call in musicians to rehearse something. It'll play 4 voices or 60 or 70 voices. I could take my guitar and create tunes and not have to write." It would do it for me.

"Then I play with live musicians; I play the whole

arrangement completely worked out. Now this is what I want."

B.B. King also plays chess on his Amiga.

"I'm one of those funny 64-year-olds. I like to know what's going on."

SHE'S USING IT TO WRITE SONGS.

SARAH NIGGA, COMPOSER, PSYCHEDELIC NEW YORK



Sarah is 14 and has a couple of words of encouragement:

For those of you who cannot read music, cannot write music, but definitely feel music (and feel it at the oddest times) and wonder if there's any way to ever get the music that's in you out on the table, so to speak... Sarah has this to say:

"Get a computer. An Amiga. Put some notes on the screen. Just do it. See how it sounds... you've just written your first

music. Now change it a little until you get something you like. And soon you will..."

That's how Sarah started. Now she's a composer. She hasn't been invited to Carnegie Hall yet, but something even better has happened: "It makes me proud of myself that I can do something."

And she is composing songs. "The most exciting thing I've ever done is when I first wrote some songs on the Amiga. I just felt so happy."

To come back to earth for a minute, Sarah also had this to

say: "The Amiga saves me days of time." Now she's talking about something else - schoolwork.

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HE'S USING IT TO GIVE THE PENTAGON WHAT THEY ASKED FOR: MORE REALISM.

GILMAN LOOKE, CHAIRMAN/CEO, SPHERE, INC. (SPECTRUM MAGAZINE)



When he was growing up, he wasn't given fancy toys to play with. He was given cardboard.

So he learned to use his imagination.

The TV set was rarely ever unlocked. He remembers once when it was the moon landing. His parents considered that to have merit.

Now Gilman Looke is 29, Chairman and CEO of his own brilliant, small company and staff of 52 very talented people.

"My talent is to inspire

programmers . . . to give them a vision of what was thought to be impossible. I surround them with compelling details: dirt, tanks, clothing, sound effects and ideas. They turn that into reality."

His "games" are so real, so minutely real and emotional, that the Pentagon called him recently to see if he might be interested in injecting more reality into the flight simulators used for training U.S. pilots.

Yes, he was interested.

After a few flights in KC135s, with the "booms" down to refuel B1s and B52s, Gilman Looke, having soaked up everything, came back to his people,

told them exactly what had to be done.

His company now builds flight simulators that are quite a bit more realistic, to say the least.

If you'd like a taste of how realistic, you can look at "Falcon," the game that made the Pentagon call in the first place, or "Verte," his latest. Or you can join the U.S. Air Force.

The computer he uses is the Amiga, of course. Gilman Looke, an authority on realism, feels that the Amiga's sound and animation capabilities are truly "unmatched." Who are we to quibble?

IF THIS IS ONLY A "GAME," WHY IS YOUR HEART BEATING SO FAST?

RICHARD L. HOUMELDES* COMET TOP DESIGNER SINGAPORE, NEW YORK



The hottest games are created by the hottest talents on the hottest computers.

It's just a simple fact.

And the Amiga is that computer. People who design games do it on Amigas and Amigas are the computers you should see them on if you want to scare yourself as intended.

There are computers that *claim* to offer "arcade quality"; some even come close. But the Amiga is arcade quality for real; Amigas are the actual heart of many arcade machines.

You could truly say that many arcades are "Amiga quality."

Quality and realism and color and speed and resolution aren't everything, however. Almost, but not quite. "Falcon," the game being played by Richard, above, was created by people who use Amigas to design *on*, and *for*; see Amiga Case Study No. 412 for details.

Richard likes the Amiga because "it's easy to use—even programming *programs* is not as hard as you might think. Anybody can do it—kids my age, from 6 to 20 to about 100 years old."

Maybe the way to sum up the genius of the Amiga is that it

makes it extremely easy to create things that are extremely difficult to ignore.

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A MENU TO GET YOU THINKING

A FEW PERIPHERALS FOR THE CREATIVE MIND:

A AMIGA 500 COMPUTER

- Keyboard, mouse, 880K disk drive (3.5") and operating system software included
- 512K RAM
- 4,096 colors and 4 voice stereo sound-standard
- Parallel, serial, RGB video, audio and joystick ports

B 1084 COLOR MONITOR

- Supports full Amiga color
- Built-in speaker
- Will also support VCR or TV tuner

C HEWLETT-PACKARD PANTJET COLOR GRAPHICS PRINTER

- 180 x 180 dots per inch (DPI) color ink jet printer
- Uses 8 1/2 x 11 cut sheet or 2-fold paper and single sheet transparency film
- Combination printhead/ink cartridges make maintenance easy

D MPS 1250 DOT MATRIX PRINTER

- 120 CPS (draft mode) 24 CPS (near letter quality) B/W dot matrix printer
- Fractor or friction feed
- Emulates: Commodore® MPS 800/803/1525
Epson® FX
IBM® graphics

E A590 HARD DRIVE PLUS

- Auto-booting 20MB SCSI hard disk
- External SCSI connector allows up to 7 SCSI devices
- Sockets for up to 2MB of AutoConfig™ memory
- Auto-switching power supply

F 1680 MODEM

- 1200 BPS Hayes® compatible modem
- Built-in speaker
- Cable built-in
- Directly connects to modular phone jack

G A501 MEMORY EXPANSION & CLOCK/CALENDAR

- Adds 512K (for a total of 1MB) to the A500 internally
- Built-in battery backed-up clock/calendar
- Easily installed by user - no tools required

H JOYSTICK

- Gravis Switch Joystick - registered trademark of Advanced Gravis Computer Technology Ltd

SOFTWARE FOR THE CREATIVE MIND.

Hundreds and hundreds (and hundreds) of programs exist for the Amiga. You won't need anywhere near that many, but it's nice to know you can have almost anything you want.

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